

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #81120

Mr. C. Polino
BUFFALO TOBACCO

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Coz:

Attached are **August** orders for Salem .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. **This product is being shipped @ .30¢ off-invoice.**

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ : 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
Enc. Retail Customer List
Wholesaler Packing Instructions

AUGSAL.DOC

51845 6342

BUFFALO TOBACCO

AUGUST DELIVERY SALEM TEAR TAPE

* * * UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED* * *

PRODUCT PO # NA

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$1,298.44

PACKING / SHIPPING PAYMENT \$19.00
(4.00 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51845 6343

BPEN5BB3

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 98-06-29
 TIME: 09:42 AM

 WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	CHAIN-ID	TAX	JURIS	SUPPLIER
							QTY	QTY	M85	M100				
162601	259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1	1	1	1	4			
162601	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	1	1	1	4	NYS		
162601	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	1	1	1	4	NYS		
162601	601195	ONE STOP PARTY STOR	224 VIRGINIA ST	BUFFALO	NY	14201	1	1	1	1	4			
162601	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				1			
162601	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FAL	NY	14304	1	1	1	1	4			
162601	716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1	1	1	1	4	0362-0102		
162601	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	1	1	1	1	4	NYS		
162601	783573	THE CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	1	1	1	4			
162602	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	1	1	1	4	NYS		
162602	396778	TILE DRUG	1031 CLEVELAND DR	CHEEKTONWAGA	NY	14225	1	1	1	1	4	NYS		
162602	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	1	1	1	4	NYS		
162602	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1	1	1	1	4			
162602	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1	1	1	1	4	0362-0102		
162602	7655426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTONWAGA	NY	14225	1	1	1	1	4	NYS		
162603	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8	NYS		
162603	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	2	2	2	2	8			
162603	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	1	1	1	4	NYS		
162603	664266	QUEEN CITY CIGARETT	1282 CLINTON ST	BUFFALO	NY	14206	1	1	1	1	4			
162603	764902	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY	14569	3	3	3	3	12			

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 24 23 23 23 93

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 24 23 23 23 93

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'Salem '98

30¢ Off Pack Promotion

NOW
OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPPED PASTER

SALEM SNIPPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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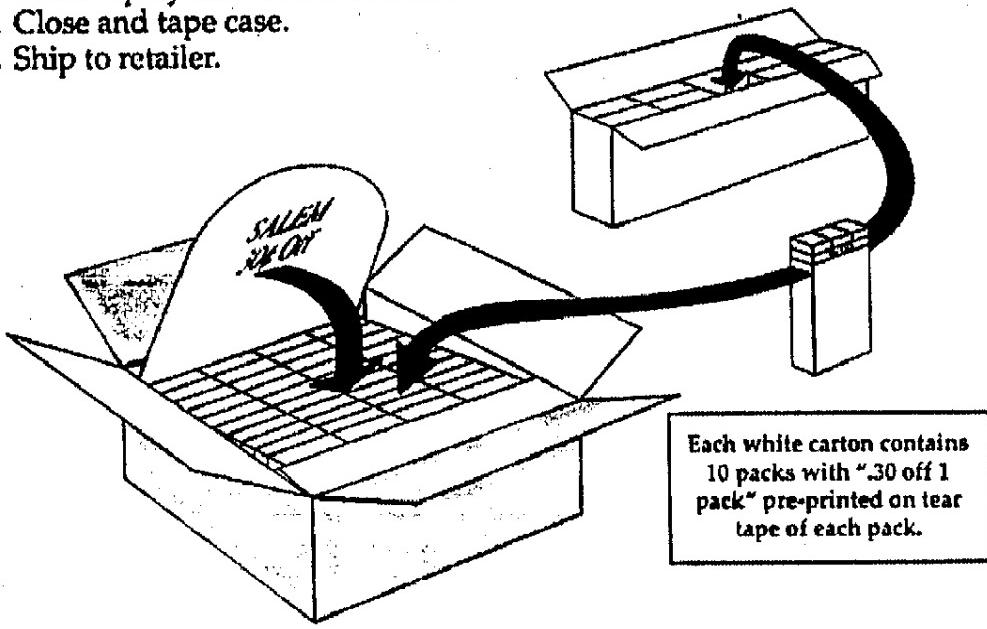
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE

3RD QTR.'98

August SALEM 30¢ OFF 1 Pack Tear Tape**STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains
10 packs with "30 off 1
pack" pre-printed on tear
tape of each pack.

Item# 541964
MSA Promotion Reporting Description: SAL_98_30/1_PK

Brand Style	King	100	LT King	LT 100		
Number of Cartons		Ship Number as Indicated				

51845 6366